

An Industrial San Diego Surely Means Greater Beach Sections

Subscription
\$1.00 a Year

THE BEACH NEWS

Subscription
\$1.00 a Year

ADVERTISING
PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

SUBSCRIBE
NOW!

VOL. 2—NO. 32

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, June 27, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

Big Mass Meeting Next Monday

COL. COLLIER WILL SPEAK
About Ocean Beach

Under the auspices of the newly organized Ocean Beach Chamber of Commerce a grand mass meeting will be held at Benbough's Dance Pavilion on next Monday night, June 30th, the especially invited orator for the occasion being Col. D. C. Collier, who will use as his subject, "The Past, Present and Future of Ocean Beach." Col. Collier is acknowledged to be a "beach booster of the first water," and his talk bids fair to be both entertaining and instructive. Everybody is invited and a big attendance is predicted.

REGULATION STAMPED
U. S. MAIL BOXES from 25c Up
Get them here and NOW, in order to comply with new Free Postal Delivery law. H. H. REID & SON
5050 Newport Avenue

BOARD DESIGNATES
POINT LOMA HIGH SCHOOL
AS OFFICIAL TITLE

The Board of Education has voted that the high school which is to be built at Point Loma this year will be officially known as the Point Loma high school. Plans for the school, drawn by Edwin T. Banning, architect, have been accepted by the board and the architect was instructed to advertise for bids which will be opened July 9th.

Don't forget the Saturday specials at the Ocean Beach Bakery, also that Thursday is BAKED BEAN DAY—1877 Bacon street, phone Pt. Loma 72-W.

WEEKLY PASSES
ON STREET RAILWAY LINE

REPLACES BOOKS
Permission to cancel and discontinue the sale of commutation books between San Diego and Coronado, Ocean Beach, National City, Potash and Chula Vista has been granted the San Diego Electric Railway company by the state railroad commission.

At a hearing held recently, it was shown that since the establishment of the weekly pass, the sales of monthly commutation books has steadily declined. The pass also supplies all reasonable demands of the commuting patrons at an average lower cost per ride than could be obtained under the monthly commutation book system.

The weekly pass has proved extraordinarily successful in operation, and has met with popular favor among street car patrons.

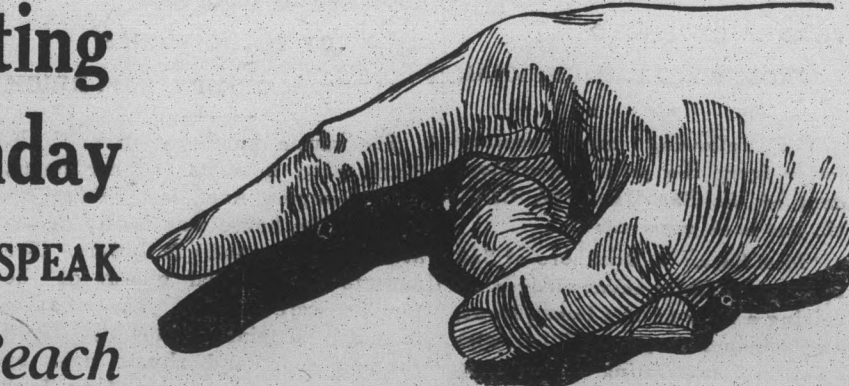
Get your FIREWORKS at
The Newport Shoppe

PRESENT PERSONNEL
O. B. POLICE STATION

Chief of Police James Patrick has promoted Patrolman J. W. Mead as acting sergeant of the Ocean Beach branch police station, with which A. R. Mitchell is now connected as patrolman and H. W. Jacks as motorcycle officer.

All Children under 12 years riding the MERRY-GO-ROUND on Saturday afternoon will get a genuine Mouth Organ FREE.

CLASSIFIED ADS
GET QUICK RESULTS



Prepare for your HOLIDAY TRIPS. July 3d, 4th, 5th and 6th, by securing your auto needs from HENRY EULBERG at the Ocean Beach Garage.

NEVER DOUBLE-CROSSED
BY NEWSPAPER MEN

Billy Sunday, the famous evangelist, said in a recent sermon: "I know newspaper men as well as any man in America today, and there is no crowd on this planet so quick to detect a fraud or that will rise more quickly and stand by righteousness and loyalty and sincerity than the newspaper men. In all my thirty years on the platform no newspaper man has ever double-crossed me."

FOR SALE—On account of the death of my wife, will sell my new CHEVROLET COUPE; is in first class shape; has been driven less than 2800 miles and only locally on paved highways. To be seen at 4869 Lotus street, Ocean Beach. Call John J. Fitzpatrick, Point Loma 375-W.

DRILLING FOR OIL
ON MISSION BAY FLATS
TO BE RESUMED

It is announced that after a delay of a year or so the commissioner of corporations has acted favorably on the application of the Mission Bay Oil Company for a renewed permit, the conditions of which are more liberal than formerly. The officials of the company state that they expect to resume drilling in the near future. The well is located on the Mission Bay flats and is now down about 400 feet.

Informal Opening of the
"POURING TEA FOR PROFIT"
TEA ROOM
Saturday, June 28, 1924
Moderately Priced
4947 West Pt. Loma Blvd.

HAVE YOU SEEN 'EM
ON YOUR TOWN TRIPS?

Here's some striking signs seen on the rear of autos during recent motor trips 'round San Diego town by Katherine, of The Beach News, while driving her Chevrolet sedan: "Go ahead, I'm in no hurry." "Another Lemon." "Chicken, Here's Your Coop." "Have pity, I'm getting old." "One More Payment and She is Mine." "Follow Me, I'm Your Chicken." "I've Run My Race." "The Road Is Yours, I'm No Hog." "Keep Away—Hot Air Control." "The Old Gray Mare Ain't What She Used to Be." "Four Wheels and No Brakes."

AUTO CONGESTION
IN THE BEACH DISTRICTS
UNDER INVESTIGATION

A thorough survey of congested auto conditions in the beach districts of San Diego has been recommended by the city council and it is possible that an ordinance regulating automobiles at all beaches may be passed this summer. A committee composed of J. B. McLees, and A. J. Hanson appeared before the council this week and said that children and others are endangered under the present system of parking on the strand at Mission Beach. The councilmen ordered an investigation of the congestion existing at Ocean Beach as well as at Mission Beach, for the purpose of eventually providing a remedy.

BANDSTAND ASSURED
FOR REGULAR CONCERTS
AT TRAINING STATION

Arrangements are being perfected for the erection of a bandstand soon at the Loma Portal naval training station which will be a credit not only to the station but to the city as the splendid result of the enthusiastic support given by citizens to the navy's entertainment at the Civic auditorium last Tuesday night. It is estimated that about \$1,500 will be available for the new bandstand.

Kodak Films, FROIDE'S, opp. P.O.*

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from last week)

XII.

THE FIRST WHITE WOMAN

The first white woman to reside on Point Loma was Mrs. William Knapp, who afterwards became the wife of "Father" Alonzo Horton and who lives now at the home of one of her sons, Mr. William B. Knapp, at 3571 Fifth street.

Mrs. Horton and Captain William Knapp were both born in Newburyport, Massachusetts. It seems that there was long an intimate connection between Point Loma and Yankee-land, for many of the earliest sojourners here had their homes along the Maine and Massachusetts coast. Captain Knapp had been here in 1847. He had followed the sea from the time of his youth and when the time came for "settling down," he came home to his young wife from China and brought her and an infant son in 1868 to San Francisco. Mrs. Horton has a wonderful story to tell of their journey across the isthmus, following a wild voyage down the Atlantic coast in a disabled side-wheeler steamer; of their experiences in San Francisco during an earthquake that is still remembered as one of the severest in that city's history and during a siege of smallpox. When they knew that they were coming south to San Diego, she wrote to her mother expressing her delight to be on the way at last to the land of the vine and fig tree, tropical and luxurious; and of course landing somewhere near the foot of Fifth street they found nothing but a few little shacks scattered about in the brush.

Just outside the office on the Quarantine Station wharf, the U. S. Geodetic Survey maintains a modern up-to-date automatic tidal gauge. The first tidal gauge at La Playa

It will do your EYES good to see
CASTIEN, Rooms 16-17, Sefton
Bldg., Fifth and C. Phone 644-27.

Ocean Theatre

Just to mention the name of Gloria Swanson serves as a strong magnet for drawing an extra large patronage and Manager Ray Ericsson has consequently booked her in "A Society Scandal" for next Tuesday and Wednesday. Other top notch attractions current at the Ocean theatre, include "Reno," a Robert Hughes production for tomorrow (Saturday) night and on Sunday Conway Tearle comes in "After Midnight," and next Thursday and Friday "Hook and Ladder" will be brought forth with Hoot Gibson in the leading role.

OFFICER WEBSTER
SLOWLY IMPROVING

A gradual improvement is reported in the condition of Policeman Herbert T. Webster, who was murderously shot while on duty in Point Loma nearly two months ago. He is still confined to his bed in St. Joseph's hospital, where his former brother officer, Harold Reama, remains in constant attendance. There is no positive clue to the assailant of the wounded patrolman.



Cantaloupe Day

MELON FEAST WITH
WEEKLY PASS FEATURES
AT OCEAN BEACH

It is announced that with last Sunday's attendance at Ocean Beach the largest by the electric cars in the history of the resort, plans have been made for another celebration over this week-end. The taking of motion pictures will be a feature of this carnival. The departure of the No. 14 electric cars from Fourth street and Broadway at 1:10 and 2:12 p. m. Sunday will be filmed, while at the resort the crowds, dances and melon feast, the day's headline event, will also be photographed by the camera men for film news distribution.

HARRINGTON'S OMAHA MKT.
SATURDAY—SUNDAY SPECIALS
Fancy White Rose potatoes, 6 lbs. for 25c.

Cantaloupes, 6 for 25c.
Watermelons, 3c per lb.
Fancy Apricots, 5 lbs. for 25c.
Sweet Corn, 45c per dozen.

IMMENSE CROWD
VIEWS BATHING BEAUTIES

ON BEACH PARADE

A galaxy of the gentler sex of all ages and in brightly-colored abbreviated bathing costumes, described by one writer as "pulchritudinous girls, showing all that the law allows of their charms," were the center of attraction at Ocean Beach's annual bathing beauty parade last Sunday afternoon.

By means of ballots, the big crowd in attendance voted Lillian Renner the first prize winner, Katherine Reed, second and Irene Nichols, third. Loving cups were presented to the prize winners at the dancing pavilion Sunday night and weekly street car passes and boxes of chocolates were distributed among the other contestants.

After the parade, while the girls were being photographed on the sands, several hundred persons mounted the temporary board walk and a corner section of it collapsed under the stress. Mrs. H. P. Lyon, of 4544 Cleveland avenue, and Mary Leonard, a little girl, were slightly injured by the falling timbers.

Get your FIREWORKS at
The Newport Shoppe

BIDS, TOO HIGH

FOR COMFORT STATION

AT MISSION BEACH

It is stated that bids for the construction of a comfort station at Mission Beach are higher than the city can afford to accept and that the city council has instructed the manager to ascertain if there is not some manner in which the improvement can be made at less expense. Two bids were received. A. M. Southard offered to do the work for \$2,924, and C. F. Maynard entered a bid of \$2,208.

THE BEAUTY SHOP
Phone Point Loma 63-W.

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

Classified Ads Get Quick Results.

The Grim Reaper

DEMISE OF CLAUDE Z. BRYAN

Unable to fully rally from the attacks of an organic trouble, from which he recently sought relief in a La Mesa health resort, Claude Z. Bryan returned to his home in Ocean Beach a few weeks ago and finally succumbed to the grim reaper last Monday night, June 23rd. He was a native of Ohio and had long been a highly respected and well known resident of Ocean Beach, being the owner of considerable property on Santa Monica avenue. He was fifty-eight years and six months of age and leaves a son, Robert J. Bryan, of San Diego. He is also survived by his sister, Mrs. Ralph W. Smith, of La Mesa, and his two brothers, Urban T. Bryan, of Wichita, Kans., and John C. Bryan, of Ocean Beach. Private funeral services were held yesterday, Rev. W. E. Crabtree officiating, and interment took place in Greenwood Memorial Park.

MRS. ALICE E. FITZPATRICK

PASSES AWAY

Following a protracted illness of several months, Mrs. Alice E. Fitzpatrick, wife of John J. Fitzpatrick, passed away on June 22 at the residence in Ocean Beach. She was a native of Canada and had resided in San Diego for a number of years. She was the sister of A. G. Edwards, of San Diego, and of Harry J. Edwards, of San Francisco. A large number of friends attended the funeral services last Tuesday afternoon, Rev. H. B. Bard officiating. The floral offerings were numerous and beautiful. Cremation was private, her ashes being buried by the side of the grave of her son.

DEMISE OF INFANT DAUGHTER

Mary Monise, infant daughter of Mr. and Mrs. John Monise, of 470 Rosecrans street, Roseville, passed away June 24th. Private funeral services were held last Wednesday and interment took place in Holy Cross cemetery.

Picture Frames, Froide's, opp. P.O.*

NEIGHBORHOOD PROGRAM

FREE TO THE PUBLIC

NEXT SATURDAY

Five neighborhood groups will take part in a neighborhood program to be presented at the Jardin de Montezuma in Balboa Park next Saturday, June 28th, at 4 p. m. The committee in charge invites the people of the beach districts to attend in order that they may see what is possible along the line of promoting home play, neighborliness, and better neighborhood like through music, drama, and folk dancing. Community Service of San Diego is fostering this idea throughout the city and stands ready to assist in every district.

The program will be free to the public.

SHERWIN-WILLIAMS PAINTS—

San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

GO-GETTERS CLUB

ENJOY EATS AND FROLIC

AT MISSION BEACH

The Go-Getters club, of the San Diego Savings bank, were hosts to their fellow workers and friends at a beach supper held at Mission Beach last Wednesday. After a frolic in the water, an elaborate supper was served by the women folks and the entire party assembled around a huge bonfire and a program of entertainment was given.

Prepare for your HOLIDAY TRIPS. July 3d, 4th, 5th and 6th, by securing your auto needs from HENRY EULBERG at the Ocean Beach Garage.

"Pete" Cunningham, of 5080 Newport avenue, sold his place of business last week to J. C. Thompson.

Keep advertising—and advertising will keep you!

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbe-Merrill Company)

(Continued)

A groan issued from Newton's lips—a gruesome groan. But his father's voice from the kitchen door betrayed no agitation. He was scolding the horses as they stood tied to the hitching-post, in tones that showed no knowledge of his son's distressed means.

"What's the matter?" It was Newton's little sister who asked the question. Even though regarded as a pure matter of make-believe, such sounds were terrible. "Oh, sister, sister!" howled Newton, "run and tell 'em that brother's dying!"

Fanny disappeared in a manner which expressed her balanced feelings—she felt that her brother was making believe, but for all that, something awful was the matter. So she went rather slowly to the kitchen door, and casually remarked that Newton was dying on the sofa in the sitting-room. "You little fraud!" said her father. "Why, Fanny!" said her mother—and ran into the sitting-room—whence in a moment, with a cry that was almost a scream, she summoned her husband, who responded at the top of his speed.

Newton was groaning and in convulsions. Horrible grimaces contorted his face, his jaws were set, his arms and legs drawn up, and his muscles tense.

"What's the matter?" His father's voice was stern as well as full of anxiety. "What's the matter, boy?" "Oh!" cried Newton. "Oh! Oh! Oh!"

"Newtie, Newtie!" cried his mother, "where are you in pain? Tell mother, Newtie!"

"Oh," groaned Newtie, relaxing, "I feel awful!"

"What you been eating?" interrogated his father.

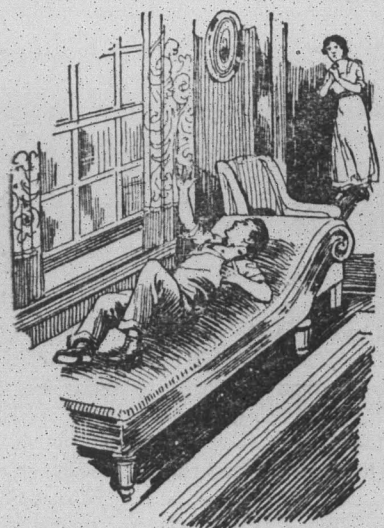
"Nothing," replied Newton.

"I saw you eatin' dinner," said his father.

Again Newton was convulsed by strong spasms, and again his groans filled the hearts of his parents with terror.

"That's all I've eaten," said he when his spasms had passed, "except a few raisins. I was putting strychnine in 'em."

"Oh, heavens!" cried his mother.



"Heavens! He's Poisoned!"

"He's poisoned! Drive for the doctor, Ezra! Drive!"

Mr. Bronson forgot all about the election—forgot everything save antidotes and speed. He leaped toward the door. As he passed out, he shouted, "Give him an emetic!" He tore the hitching straps from the posts, jumped into the buggy, gave the spirited horses their heads, and fled toward town. Just at the town limits, he met the doctor in Sheriff Dilly's automobile, the sheriff himself at the steering wheel. Mr. Bronson signalled them to stop, ignoring the fact that they were making similar signs to him. "We're just starting for your place," said the doctor. "Your wife got me on the phone."

"Thank God!" replied Bronson. "Don't fool any time away on me. Drive!"

"Get in here, Ez," said the sheriff. "Doc knows how to drive, and I'll come on with your team. They need a slow drive to cool 'em off."

"Why didn't you phone me?" asked the doctor.

"Never thought of it," replied Bronson. "I hadn't had the phone only a few years. Drive faster!"

"I want to get there, or I would," answered the doctor. "Don't worry. From what your wife told me over the phone I don't believe the boy's eaten any more strychnine than I have—and probably not so much."

"He was alive, then?"

"Alive and making an argument against taking the emetic," replied the doctor. "But I guess—got it down"

"But I guess—got it down"

(Continued next week)



Some prefer brick ICE CREAM, others like it best dipped from the freezer, so we have both kinds in a variety of flavors.

Fountain Drinks at City Prices. ICE CREAM delivered in gallons, quarts or pints.

PRESCRIPTIONS carefully compounded by Registered Pharmacist.

FIREWORKS! FIREWORKS!

OCEAN BEACH PHARMACY

Corner Bacon and Newport Ave.

F. H. KRAFT, Prop.

We are as close to you as your phone—Call Point Loma 70-J

Phone, Point Loma 112-J.

BUNGALOW GROCERY

E. H. WICKERN, Prop.

Corner Defoe and Niagara Avenue

FIREWORKS—FIREWORKS!!

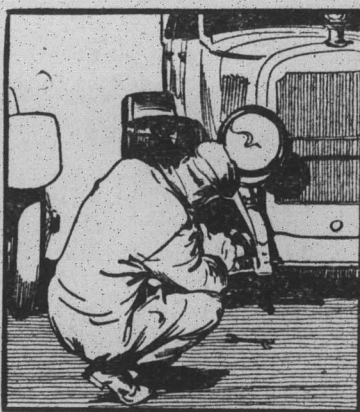
Pin Wheels, Flower Pots, Roman Candles, Vesuvius Fountains, Day—Go Bombs, Torpedoes, Spit-Devils, Grasshoppers, Sparkles, Firecrackers, Jumping Jacks, Toy Pistols, Sky-Rockets and colored fire

SATURDAY—SUNDAY SPECIAL

6 pounds of New Spuds, 25c



Authorized FORD and CHEVROLET Service



Ocean Beach Garage

HENRY EULBERG, Proprietor

4868 Newport Avenue
Two Blocks East of Dance Pavilion

PHONE POINT LOMA 77-W

Complete Line of
REPLACEMENT PARTS, TIRES
AUTO ACCESSORIES

EXPERT BATTERY SERVICE

AUTOMOBILE REPAIRING

BEST EQUIPPED FOR SERVICE

KEEP COOL

During the Summer Days,

By Getting Your

ICE CREAM

On the Corner at

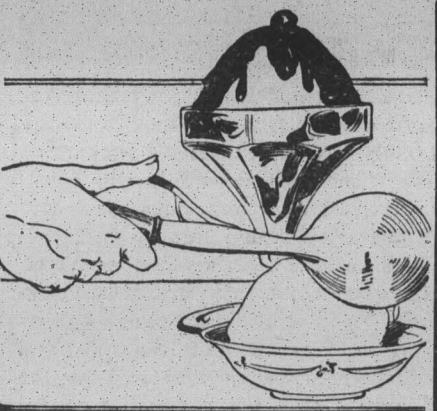
HARRY'S PLACE

Newport Avenue and Bacon Street

Pure Ice Cream served to your

liking—plain, or with a topping of

your favorite flavor.



DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street. FREIGHT JOBING Ocean Beach

BAGGAGE MOVING

Residence Phone

Point Loma 125-J

STORAGE

FEED, FUEL and HARDWARE

Office Phone

Point Loma 136



BEAUTIFUL WORK

Each piece of Laundry work entrusted to us receives the same careful attention you would give it yourself, with the added service which we can give due to our up-to-date equipment and experience.

The American Laundry

HARRY C. WING, Prop.

5360 Niagara Avenue

Phone Point Loma 31

Look for our solicitor—he has a

PERSONAL MESSAGE for you.

Dancing Every Night and Sunday Afternoon—Except Monday

BENBOUGH'S

OCEAN BEACH DANCE PAVILION

Get our prices on PAINT.

H. H. REID & SON

Paints, Hardware and

Household Supplies

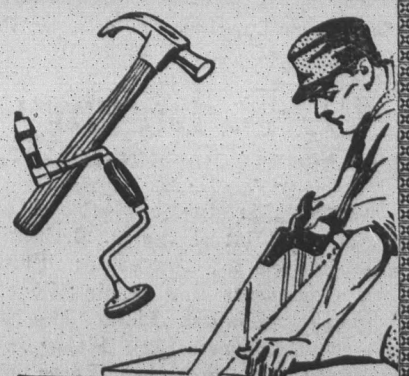
STANLEY 4-SQUARE

HOUSEHOLD TOOLS

See Our Window Display

5050 Newport Avenue

Phone: Point Loma 49



The Maine Garage

5040 Newport Avenue

Ocean Beach, Calif.

PHONE POINT LOMA 382

BATTERY CHARGING

GASOLINE AND OILS

STORAGE AUTO REPAIRING

ACCESSORIES

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



THANKS EXTENDED

FROM W. C. T. U. OFFICIAL

The following complimentary letter from the press superintendent of the San Diego W. C. T. U., has been received:

"Mrs. Susan V. Buckboro of San Diego, gratefully acknowledges receiving a copy of The Beach News, an independent paper filled with spicy and interesting reading, including an account of the royal reception to members of the Woman's Christian Temperance Union, given by the men of the Marine Base, the occasion marking the celebration of Flower Mission day. Thanks for the kind remembrance."

Prepare for your HOLIDAY TRIPS.

July 3d, 4th, 5th and 6th, by securing your auto needs from HENRY EULBERG at the Ocean Beach Garage.

DINNER PARTY

HONORS THIRD BIRTHDAY

JAMES DOUGHERTY, JR.

A wealth of lovely presents and a sumptuous dinner party marked the third birthday celebration of James Dougherty, Jr., last Sunday, June 22, at the home of his parents, Mr. and Mrs. James Dougherty of 5021 Niagara avenue.

Among those who helped to make the celebration a most jolly and enjoyable success were: Mrs. Eugene Poole, Miss Edith Poole, George Poole, Miss Grace Ellis, Mrs. Mae Dougherty, Miss Weltha Dougherty, Mr. and Mrs. James Dougherty, Sr., and the honoree, James, Jr.

Birthday Cards, FROIDE'S, opp. P. O.

SEATTLE PUBLISHER

ENJOYS OUR BEACHES

Harrison W. Mason, editor and owner of the "Ranier Valley Times," the oldest suburban weekly published in Seattle, Wash., has taken a cottage at Mission Beach where he and his family are enjoying a summer vacation. Mr. Mason was a very pleasant caller at The Beach News office last Saturday.

WELL KNOWN WRITER

VISITS THE BEACH

Magner White, who formerly resided at Ocean Beach with his family, was a welcome caller at The Beach News office this week. Mr. White is a special writer on the San Diego "Sun" and recently won first prize in a nation wide competition for short stories. He has just returned from a trip to New York which resulted chiefly in strengthening his love for Sunny Southern California.

DISTINGUISHED BEACHITES

RETURN FROM VACATION

Dr. and Mrs. F. J. Ratty returned home last Saturday from a most enjoyable vacation trip up north, visiting in the leading cities and reveling in the delights of Yosemite National Park. They made the journey leisurely by automobile.

RETURN FROM VACATION

Mrs. Mae Allen Gibson of Mission Beach, returned last Sunday from a fortnight vacation in northern California. She motored up to San Francisco, Eureka and other towns and came back on the steamer Yale. Mrs. Gibson has resumed her activities with the Mission Beach Realty and Rentals Company.

Mrs. J. P. Van Houten of 4817 Saratoga avenue, Elmer Van Houten and Miss Betty Lodge motored to Los Angeles last Sunday.

A final divorce decree was granted last week to Effie L. Bailey from Edward L. Bailey. They both formerly lived in Ocean Beach.

Don't Miss "LOMA LORE" series
By Winifred Davidson

ENJOYABLE RECITAL

BY MUSIC PUPILS

OF MRS. E. F. REICH

The music pupils of Mrs. E. F. Reich gave a recital at her home, 4727 Newport Ave., last Friday evening. The house was tastefully decorated with ferns and cut flowers. The parents and several guests of the families were present. The program included a piano solo by Jewel Brandt; song and rhyme drill by juniors, accompanied by Mary Jane Pierong; transposition study, Omna Turley; solo, Rosalind Turley; transposition study, Jewel Brandt; duet, Mary Jane Pierong and Mrs. Reich; solo, Omna Turley; solo, Mary Jane Pierong; duet, Rosalind and Omna Turley; chorus by class; piano solo, John E. Reich; piano solo, Mary Jane Pierong; duet, Lu Ree Turley and Mrs. Reich; solo, Elizabeth Steinbach; solo, Rosalind Turley; duet, John E. Reich and Mrs. Reich; solo, Lu Ree Turley; duet, Elizabeth Steinbach and Mrs. Reich; song by Jewel Brandt, Dorothy Brandt, Mary Jane Pierong, Omna Turley and Rosalind Turley.

THE BEAUTY SHOP

Phone Point Loma 63-W.

JOLLY PICNIC PARTY

BY FRIDAY CLUB

A most enjoyable picnic party was held last Friday at the picnic tables near the Merry-go-round by the Friday Birthday Club, Mrs. J. R. Harrington being the charming hostess, while Mr. and Mrs. George Fletcher served delicious refreshments. Those who attended were Lieut. Storm and wife, Comrade Cassidy and wife, and the Mesdames Hyler, Johnson, E. Black, C. Riddell, C. Scooby, L. Travers, A. Greene, M. Chapman, M. Brenner, F. Harrison, E. Wolfe, J. R. Harrington, Mrs. F. Hicks of Santa Barbara, and Miss Edna McAlister.

RECENT BIRTHS

IN BEACH DISTRICTS

Bell—To Mr. and Mrs. Andrew J., 4946 Brighton Ave., Ocean Beach, daughter, June 16th.

Gonzales—To Mr. and Mrs. Bernardo, Rose Canyon, Pacific Beach, daughter, June 16th.

Sousa—To Mr. and Mrs. Tony, 3028 Hugo street, Point Loma, son, June 8th.

Wintergerst—To Mr. and Mrs. Charles J., 4978 Muir street, Ocean Beach, daughter, June 13th.

Yamaski—To Mr. and Mrs. Tokusaburo, 4896 Niagra street, Ocean Beach, daughter, June 13th.

NEW TEA ROOM OPENED

Miss C. H. Mendell of San Diego, moved to Ocean Beach last Sunday and has opened a "Pouring Tea For Profit" tea room at 4947 West Point Loma boulevard.

VISITORS FROM SAN PEDRO

Mrs. Grace Hardin arrived from San Pedro last Tuesday on a week's visit at the home of her daughter and son-in-law, Mr. and Mrs. James Dougherty of 5021 Niagara avenue.

Picture Frames. FROIDE'S, opp. P. O.

Aid Diversified Farming
A state bank of Granville, North Dakota, that is encouraging diversified farming among its farmer patrons, has purchased some purebred sires for the benefit of its customers. The bank realizes the necessity of good sires for the dairy herd, and has set aside a certain amount of money to be used in having a man look up animals and ship them to Granville. Bankers of Lee County, Mississippi, are employing a dairy trained expert to give his whole time to the development of dairying. His salary and expenses are paid by the banks of the county in proportion to their deposits. This expert helps to arrange for loans to purchase cows, sees that the farmers have shelter and feed to care for the cattle, and advises with them in figuring out rations and in determining what crops to grow. He makes special engagements to attend scrub bull funerals.

SPEND YOUR DIMES AND DOLLARS AT HOME

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

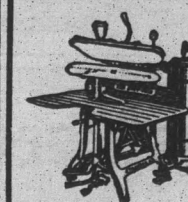
Residence Phone Office Phone
Point Loma 16 Point Loma 72-J

Dr. F. J. Ratty

PHYSICIAN and SURGEON

Res., 4820 Cape May Avenue

Office, 5024 Newport Ave.



O. B. Gleaners

R.D. CRAPO, Prop.

Cleaning Dyeing Pressing

1928 Bacon St.

Phone

Point Loma 30-J

San Diego's All-Year-Round TOYLAND

New Juvenile Automobiles.

Mah Jongg Sets

Sail Boats

Coaster Wagons

Air Rifles.

Now on Display

Visitors always welcome.

PASSMORE'S

BIRD and TOY STORE

Sixth at B—San Diego

Opposite the New

Commonwealth Building

No matter who or what you are or may become, you owe it to yourself and to your family to secure

LIFE—ACCIDENT—HEALTH

INSURANCE

MUTUAL LIFE INSURANCE

COMPANY

Of New York

SAN DIEGO BRANCH

Chas. Shields

308 Watts Building

Assistant District Supt.

Kirk Smith

Special Representative

Phone 643-72

Phone, Pt. Loma 150-W

BELLINGER'S GROCERY

Formerly Chris Homeyer's Store.

Cor. Cable and Voltaire Sts.

STAPLE GROCERIES, also

Smoked and Cold Meats,

FRUITS and VEGETABLES

OCEAN BEACH BAIT HOUSE

Jack Neumont, Prop'r.

South End Mission Bay Ridge

BAIT, BOATS, FISHING

TACKLE

For Sale or Hire

Cigars, Candy, Soft Drinks

Phone, Pt. Loma 6

Res. Phone, Pt. Loma 319-W

Phone, Hillcrest 630-J

W. BASHORE

CONTRACTOR and BUILDER

"Builds for Less and Better"

Plans and Estimates Furnished

Can save you from \$100 to \$500

On Your New House

3940 Mission Ave. San Diego

if it's in the line of PRINTING

From a Visiting Card

to a Poster.

We Can Satisfy You With

Quality, Quantity and Service

JOB PRINTING DEPT.

The Beach News

Phone Point Loma 17

4829 Saratoga Avenue,

OCEAN THEATRE

SATURDAY
A Rupert Hughes Production
"RENO"
Always a Good Comedy
Admission 15c and 20c

SUNDAY
Conway Tearle
—in—
"AFTER MIDNIGHT"
"Leather Pushers"
Two Shows—6:45 and 8:45 p. m.
Admission 15c and 20c

SPECIAL ATTRACTION
TUESDAY AND WEDNESDAY
Gloria Swanson
—in—
"ASOCIETY SCANDAL"
News and Comedy
Admission Children 15c, Adults 30

THURSDAY AND FRIDAY
Hoot Gibson
—in—
"HOOK AND LADDER"
Also Comedy
Come Early—Show Starts at 7:15

OCEAN BEACH
Merry-Go-Round

Young and Old, Rich and Poor, all
ride at same price, 5c each.
OPEN EVERY DAY
From 2 p. m. to 10 p. m.

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4620 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J
E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

SUDS AND DUDS
of the
POINT LOMA
LAUNDRY



You will get back
what you expect
Each article is
closely checked

POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR
AND DELIVERED.

IF IT'S LAUNDRY WORK,
WE DO IT!
—Wet Wash, Rough Dry,
Semi-Finish and Finish Work—

Phone: Point Loma 20-J
SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.

SAN DIEGO
Army and Navy
Academy
Prep for College, West Point and
Annapolis—Enjoys University of
California's Highest Scholastic
Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

PACIFIC BEACH
Community League
Organized to Advance the Best
Interests of Pacific Beach
H. OWEN, Chairman
PERCY ELDRIDGE Vice-Chairman
CARL S. CLARK, Secy.-Treas.
Regular meetings every first and
third Monday evening at P. B.
Reading Clubhouse.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH.....Editor-Owner
KATHERINE SMITH.....Sec'y.-Treas.

2 CENTS

Legalized as an Official San Diego
City and County Newspaper

Subscription Price, \$1.00 a Year
IN ADVANCE

Single Copies.....5 Cents

Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a
line, averaging five words to line.

CLASSIFIED ADS—Ten cents per
line, averaging five words to line.

"Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, June 27, 1924

A LEGAL NEWSPAPER

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

J. WESTON ALLEN



J. Weston Allen, former attorney
general of Massachusetts, who de-
stroyed the fish trust, drove Charles
Ponzi into jail, caused the removal
of District Attorneys Pelletier and Tufts
for malfeasance and finally broke up
the Boston blackmail ring, has been
appointed general counsel of the Cit-
izens' Federal Research bureau, opened
by Frank A. Vanderlip for the purpose
of "driving rottenness out of govern-
ment."

Engaged to a Count



Miss Helen T. Marye, daughter of
George T. Marye, former ambassador
to Russia, and Mrs. Marye, of Wash-
ington, has just sent from abroad the
announcement of her engagement to
Count Lamberto Negri Arnoldi, scion
of a wealthy and influential family.
Mrs. Marye and her attractive young
daughter, who is but seventeen, have
been abroad for several months. Miss
Marye was scheduled to make her
debut in Washington society next ses-
son. Count Negri is twenty-two and is
said to be exceptionally handsome and
one of the most eligible bachelors in
Roman society.

If your business isn't worth ad-
vertising—quit your business.

Cool Foods For Warm Days



FABER'S Ocean Beach Grocery
5008 Newport avenue Phone Pt. Loma 48

Faber's Little Cash Grocery

5021 Newport Ave. Pt. Loma 129

Faber's Cash & Carry No. 3

2119 Bacon St. Phone Pt. Loma 248

FABER'S Cash & Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE

WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

For Better Store Lighting---
ACT NOW!

Summer is notoriously the slack season in retail
merchandising; could there be a better time to put
your store lighting installation into shape for the
bigger trade that comes with the cooler months of
autumn?

There have been many improvements in illum-
inating methods in recent years. Have you seen
what can be done with spot-lights and color to
increase the value of your show-windows?

Act today to get information on
modern lighting. A phone call will
bring you prompt suggestions for
improving your lighting scheme.

Commercial Department

San Diego Consolidated Gas and Electric Co.
935 Sixth

MAIN 64

Bylesby Engineering and
Management CorporationModern Banking and How it Has Changed
From Pre-War Days

III

HE modern bank, however
does not confine its services
for the public to using its
windows to call attention to
its business; or by maintaining an
"information" desk for their assist-
ance and help; it goes further and so
far as practicable takes an active, and
educational interest in what the com-
munity is doing; thus the Humboldt
Bank in San Francisco employs a
special person to attract to its estab-
lishment the Boy Scouts of the city.

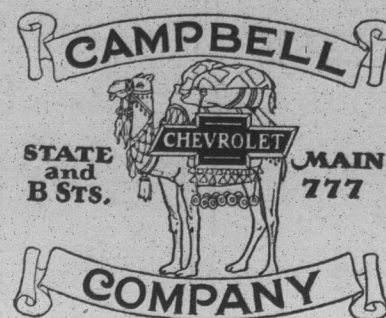
The boys have a representative of
the bank to help them in all their
movements, and projects. He not
only encourages them to open ac-
counts with the bank, but he leads them
in "hikes," attends their meetings,
and goes on their picnics, or marches
with them in processions; in a word
he is their leader and guide.

The advantage, so far as the scouts
are concerned, to be derived from
their banker friend's interest in their
work and play is self-evident, but per-
haps every one will not at first grasp
what the advantage to the bank may
be by its active connection with their
organization. The amount that the
boys can deposit of course is small,
individually, and of itself might
hardly pay for the expense and trouble
that the bank's interest entails, but
there is an educational side to the
matter, which may at first escape at-
tention. The boys of today are the
men of tomorrow, and the business

men, the mechanics, the professional
men, and as such they are the heavy
depositors of tomorrow, and the work
that the bank is doing today, is a pre-
paration for that tomorrow far more
than it is a profit for today.

And just there lies the very root,
the very essence of the new system
of banking. The old time banker only
sought to secure what was there to-
day to take; the banker of the present
looks into the future, he realizes that
a bank is for years, he hopes for cen-
turies and that its business should
be built up with that fact ever in mind.
Naturally if the scouts, as boys learn
to keep accounts with the Humboldt
they are likely to continue to do so
when they have grown to manhood
and are business men themselves.
They have learnt to look upon the
bank as their friend, its employees as
their leaders and associates and they
go to it for their banking, just as
they go home to go to bed.

The boys too as scouts have learnt
to save, have learnt as the picture
shows, how to bank, and although
some may never have large accounts,
and others may leave the community
and never bank with the institution
now helping them, there are sure to
be among several hundred or thousand
boys of today a number of valuable
accounts kept by the men of tomor-
row. That is the principle upon
which the bank is helping the Boy
Scouts.



The
Chevrolet
Corner

STATE
and
B STS.

Where
Service
Counts

CLASSIFIED ADS

ONLY A DIME A LINE

25 TERMS CASH

Rates, 10 cents per line, averaging 5
words to a line. No advertisement for
less than 30 cents, all payable in Advance

WANTED—to care for children by
the day, week, or month. 2084 Ab-
bott street. Phone Pt. Loma-75-J.

LOST—Gold Elgin Wrist Watch.
Black ribbon. Last Sunday. Re-
ward, return to Miss Maher, Hotel
Newport.

FOR SALE—One lot Ocean Front;
59 feet on board walk; \$1,250. See
MISSION BEACH REAL ESTATE
& RENTALS, 3737 Mission Boule-
vard, Mission Beach.

FOR SALE—Fat or laying hens,
75c each. Mrs. Swetts, Pescadero
Ave., near DeFore St.; 2 blks from
Sunset Cliffs.

FOR SALE—71 young Leghorn
chickens; owing to sickness in fami-
ly will sell cheap. Mrs. L. Chau-
vaud, 2320 Ettawanda St.

WANTED—to care for children,
or will do housework part of day.
Apply 4744 Santa Monica Ave.

FOR SALE—Goat's milk; ducks;
vegetables. "Woodmere," 4729 Cape
May avenue. Phone Pt. Loma 206-J.

AGNES G. ELLS—Real Estate,
Rentals, Notary Public; 5058 New-
port Ave., Ocean Beach.

MT. TALVO RABBITRY—Fryers,
delivered to order. Breeding stock,
4456 Montalvo street. Phone, Pt.
Loma 273-W.

STRAIGHT TALKS
WITH AUNT EMMY

On Investing in Mortgages

"Aunt Emmy, what do you think of
mortgages as investments?" asked
Ethel.

"First mortgages, generally speak-
ing, are sound investments, but not
all first mortgages are good," Aunt
Emmy replied. "You must exercise
care and discretion. If you know all
about the property, or if you are deal-
ing with a financial concern that has
a reputation for success and honesty,
you should be safe. But it is well to
seek advice before investing. Go to
your bank, talk the whole thing over
and be guided by their advice. Real
estate transactions are tricky. Better
be safe than sorry. If there is any
question as to party walls or if the
building on property should be even
a few inches over the lot line, you
would undoubtedly have trouble.
"Even guaranteed mortgages should
not be bought on faith. Never buy a
mortgage without knowing the value
of the real estate it covers and of the
property in the vicinity. Be sure a
good lawyer looks out for your inter-
est. With your small capital there
is too much risk in buying without
every safeguard."

"Remember that taxes and insur-
ance must be paid regularly when
they are due. You must know that
they are paid, and remember, too,
that the property you lend money on
should be worth considerably more
than you are lending."

"What about second mortgages,
Aunt, don't they earn more than first
mortgages?" inquired Ethel.

"Sometimes they do. Second mort-
gages are good investments under cer-
tain conditions. But it is not ad-
visable for an investor of limited
means to buy them. In case the first
mortgage should be foreclosed, the
holder of the second mortgage should
be in a position to protect his inter-
ests by being able to buy the first
mortgage. That means you would
have to have money on hand."

"Oh, Aunt," exclaimed Ethel, "you
rather frighten me about mortgages."

"No, my dear, don't feel that way,"
said Aunt Emmy. "It's all a matter
of care and knowledge of conditions.
Even if you don't know about them
yourself, you can protect yourself by
taking the advice of your bankers.
Don't trust too much to your own judg-
ment."—ANNE B. AYMES.

Try our Classified Ads, for Quick
Results—Only a dime a line, five
words to the line, payable in ad-
vance.

WE CIRCULATE

Religious News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Av.
E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. Bibl
school at 9:45 a. m. Young People
Union at 6:30 p. m.

Wednesday—Mid-week meeting
for praise, prayer and conference at
7:30 p. m. All are invited to these
meetings.

Sunday, June 29—11 a. m. Dr.
Hayden will preach on "The Person-
ality and the Witness of the Holy
Spirit;" anthem, "Holy Is the Lord."
Solo and chorus, "He Will Hide Me,"
Mr. Meyer and choir.

At 7:45 the service will be in
charge of the ladies of the W. C. T.
U. by Dr. Hayden's invitation. The
program includes campaign songs;
ladies' quartet, "It Is There to Stay,"
Mesdames Smith, Feighley, Bishop
and Miss Grubs; solo, "The White
Ribbon Star Spangled Banner," Mrs.
Juanita B. Close; addresses by Mrs.
Heald of the W. C. T. U. and others.
The offering will be a special one for
the work of the organization.

The B. Y. P. U. held their execu-
tive meeting in the church parlor
Wednesday evening. Officers were
chosen for the year as follows: Miss
Ruth Varney, president; Miss Edna
Bishop, secretary-treasurer; Clifford
Harrison and Clarence Wells, vice-
presidents.

The covenant and business meet-
ing of the church will be on Wednes-
day at 7:45. All members are urged
to be present.

The choir will hold their summer
picnic at one of the beaches on Tues-
day evening.

UNION CONGREGATIONAL
CHURCH

(Corner DeFoe Street and Santa
Monica Avenue)

Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

The pastor's subject at the morn-
ing hour of worship will be, "The
Church, a Constructive Force." "The
Voice of Many Waters" (Porter),
will be sung by the choir.

The evening services have been
discontinued for the summer months.

The Women's Missionary Society
will have the postponed meeting next
Tuesday afternoon at the church, be-
ginning at 2:30. Miss Crafford will
lead the devotions. Mrs. F. J. Stoet-
zel will give a review of the second
chapter of the study book, "The Child
and America's Future" (Jay Stow-
ell.) Mrs. John Christensen will tell
stories and notes from the American
Missionary. Mrs. Florence McCoy
will be the hostess for the afternoon.

CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.

Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

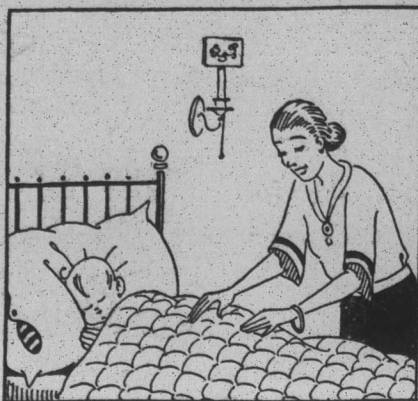
TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street
REV. ARTHUR C. DODD, IN
CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.

Phone or send your orders for
PRINTING, from the smallest card
to a poster, to The Beach News, for
service and satisfaction.

Classified Ads Get Quick Results.

SUCH IS LIFE

By
Van ZelmHE'LL HAVE 2 TALK
LANGUAGE.BANKER-FARMER
CO-OPERATIONMany Conferences and Practical
Measures Are Bettering
Farm Situation From
Ground Up.

The merits of intermediate and long-time agricultural credit now available, organization and co-operation of producers for balanced production, and orderly marketing are the chief topics of discussion at many banker-farmer conferences being held in various parts of the country with the assistance of the American Bankers Association.

At a Texas Agricultural College meeting representatives of agricultural and livestock associations agreed that there is no such thing as over-production, and that every increase in production should raise the standard of living higher. They saw need for the organization of producers for balanced production and orderly marketing to relieve the stress in agriculture, with credit provided of sufficient time to cover farm and ranch turnover.

Legislation Not Wanted

Further legislative action was not considered appropriate. In fact, there was actual opposition to further government action to assist in economic adjustment, everyone there being in complete accord that conditions were propitious as far as existing institutions were concerned to raise the farmer and stockman to a proper economic place in the business world. The establishment of the Intermediate Credit Bank was declared to be the last step in the provision of necessary agencies of credit, while sufficient opportunity for co-operation exists in present organizations.

The Agricultural Commission of the American Bankers Association was described as a means of co-operation between bankers and farmers and its work explained in bringing bankers in more intimate touch with the actual problems of the farm to develop increased helpfulness.

Banker-farmer conferences have been arranged by the Agricultural Commission of the American Bankers Association at the state agricultural colleges in Indiana, Michigan, Ohio, Iowa, Illinois, South Dakota, Minnesota, North Dakota, Montana, Kansas, Oklahoma, Colorado, and Wyoming. The Oregon Bankers Association is engaged in the promotion of conferences in an effort to bring about diversified agriculture.

Practical Aid by Banks

Officials of a large Astoria, Oregon, bank are taking an active part in making farming a real business in their community. A group of dairymen wanted to borrow sufficient money to buy a carload of purebred Guernseys. There were practically no purebred Guernseys in the county. These dairymen had little money so they took the matter up with this bank. A letter of credit for \$16,000 was given to them immediately on a joint note.

It meant the starting of purebred Guernsey herds in the county and most of the dairymen who purchased the animals have sold enough of the offspring to pay for the original investment. One of the dairymen says, "Had the bank not been liberal in making this loan, the original importation could not have been made and the county would not have at this time the reputation it now has as one of the Guernsey centers of the Northwest."

AGRICULTURE

More than ten millions of our people are actively engaged in agriculture. They comprise 26.3 per cent of all persons over ten years of age engaged in a gainful occupation. Our farms represent more than one-fourth of our total national wealth. The value of our farm products in a single year is 40 per cent of that of our manufactured products—and the latter include many finished items which left the farm as raw material. Thirty-one per cent of all our exports in 1921, in terms of value, were food products of the farm.—Walter W. Head, President American Bankers Association.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

BANKING

It Has Changed Since
Pre-War Days

IN OUR opening discussion of modern banking methods we pointed out how important a factor in securing new business a well arranged and attractive street window could be made. But when the possible depositor has been drawn by the window display into the bank does the modern banker drop his efforts to secure the patronage of those attracted by the window display? Not by a jug full. He simply replaces "publicity" by "service" and endeavors to make the newcomer appreciate the fact that the bank is at his command.

"Service" was not on the list of the duties of the old time banker. He was there to receive, guard and lend money. Only that and nothing more. Today, however, if you step into any

helping you with your financial transactions in and with the bank. The first order one bank had when it opened an information department was for the purchase of an Airedale dog to be shipped to a patron up the country. Another bank began its information business by buying a Morris chair for another up-country friend.

Here comes a lady from Idaho. She walks as though she were lame, but she is not, she is only trying to manipulate her first pair of French heels. "Miss Information, I am from Idaho and I have just bought this new pair of shoes and find the heels are of wood and I cannot walk in them. Do you know where I can get leather heels put on?" Miss Information does. "Just around the corner you will find a shoemaker who will change them while you wait." Mrs. Idaho is most grateful and leaves carrying the card of her informant. French heels may not seem to have much to do with banking, but the next day she shows up with her new leather heels, thanks Miss Information again and concludes to transact some banking business she has with this very accommodating bank, where besides, she can have the assistance of Miss Information.

Here comes a little woman with a small parcel which she is carrying carefully wrapped up in her arms. "Does Miss Information know what is the jewel for this month?"

She does. It is the diamond. And what is the flower of this month? A rose. Then the fond mother will name the little darling who is in the parcel, as it proves on opening it, "Diamond Rose." But as she goes away she carries a beautiful card in colors upon which she can put all the data connected with baby's birth, and which contains the suggestion that it would be "so nice, you know" to start a savings account for Diamond Rose if only with a dollar. Mama thinks so too, and the account starts and continues until Diamond Rose has a jewel and flower of her own.

But you may ask: How can a small town bank utilize the "Information" idea. There is perhaps only one movie in the town in the way of a theatre; everyone knows the stores, and train time is also of equally general knowledge. This is true, but the farmer visiting his bank, or his wife who comes to town with him, wants to know many things just as well as city folks. It is not necessary to keep a special department in the country bank for information, no doubt, but there can be some clerk, preferably a woman, whose regular work will permit of her adding the duties of "Information."

WHY BANKS?

LESSON IX

By J. H. PUELICHER, Chairman
Public Education Commission, American Bankers Association.

What means has a savings depositor to prove that he has deposited his money in a bank? A person leaving his money as a deposit in a bank is given a *pass book*.



J. H. Puelicher

PASS BOOK—A small account book in which is written down by the bank a complete record of the *deposits* and other *credits*, the *withdrawals* or *debits* and the depositor's *balance*.

DEPOSITS—Money left with the bank by the depositor or some one for him creating a *credit*.

CREDITS—Items representing deposits or other amounts which are *credited*, that is, added to the customer's account; *interest* earned by his money is also added to his account from time to time by the bank and is a *credit* just as money actually deposited by him.

WITHDRAWALS—Money drawn from the bank by the depositor, or by some one duly authorized by him to do so, creating a *debit*.

DEBITS—Items representing amounts withdrawn which are subtracted from the depositor's *balance*.

BALANCE—Difference between *credits* and *debits*.

It is best to deposit savings in a bank because your money is safe; it earns more money; a systematic record is kept; it stimulates more savings and your money is always available when required.

MISSION BEACH
Bath-House

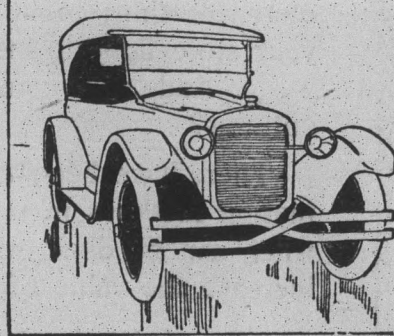
Now Under Construction

Costing \$450,000

Is the First Unit in the Improvement of the
MISSION BEACH AMUSEMENT CENTRELOTS as low as \$400 on the Easiest Terms
ever made on Residential Beach PropertyThe increasing number of HOMES being built at MISSION BEACH attests
the popularity of California's most desirable resort.For further information call at GENERAL SALES OFFICE
101 Broadway or Tract Office, Mission Beach

Sales Agents: GEORGE L. BARNEY — T. A. RIFE

Don't Watch Mission and Ocean Beaches Grow—Grow With Them!

KIERSTEAD'S
Service StationP. A. KIERSTEAD, Propr.
Voltaire and Cable Streets
Ocean BeachBATTERIES RE-CHARGED
All Varieties of
OILS AND GREASE
Special "Boyce-It" Service

OCEAN BEACH

PLUMBING COMPANY

Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152Repair Work, Contracting,
Estimates
Plumbers' Supplies and Heaters.

W. E. BUTLER

PLASTERING
CONTRACTOREstimates Furnished
Reasonable Prices
Satisfaction Guaranteed4356 SARATOGA AVENUE
Ocean Beach

GEO. FINLEY

Original Ocean Beach
BUILDING
CONTRACTORBest Workmanship
Satisfactory Service
Estimates Furnished
4845 NARRAGANSETT AVE.
Phone Point Loma 103 W-K

OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper

Office, Yard and Mill — Muir Ave. and Ebers St., O. B.

W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, New office and extra warehouses
Cement, Roofing Material, Wall have been constructed corner Ebers
Board, Etc. street and Muir avenue.

Lumber Estimates Cheerfully Given

Phone, Pt. Loma 40-J



CECIL O. CARL

ELECTRICAL CONTRACTOR

5050 Newport Avenue
Phone, Point Loma 49.Wiring—Fixtures—Motors
All work guaranteed
RADIO Outfits a Specialty
Exclusive Agent
KENNEDY RADIO SETS

"If it's Electrical, see Cecil"

Who's Who
in Officialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgilio Brusch, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goodell.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
City Justice—Claude L. Chambers.
Postmaster—C. K. Maupin.
Chief Janitor City Hall—E. J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell.
Superintendent, C. A. Kane.
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lessem. Secretary—G. H. Sieverling.
Civil Service Commission—Stanley Hale.
Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Grandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell. Superintendent, Frank H. Ehmk.
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse. Secretary, Will Angler.
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.
Superintendent of Parks—J. G. Morley.
Executive Secretary—A. S. Hill.
Board of Library Commissioners—D. W. Schick, Mrs. C. H. Lippitt, W. R. Wheeler. Librarian, Althea H. Warren.

Subscribe for "The Beach News."
WE CIRCULATE

SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempler.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Heston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Perry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Scholar C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley, 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. DeLong, Dept. 2.
Constables (San Diego) Geo. H. Cooley, Harry E. Webber.

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, foot of Santa Monica avenue, and the phone number is Point Loma 4.

Watch The Beach News grow!

WE CIRCULATE

Subscribe for "The Beach News." First and foremost a home paper. We appreciate your patronage.

Classified ads. get quick results

The Beach Is Growing BIGGER, BETTER AND BUSIER